

1. Identify the ethical issues violated by Facebook

- Privacy violation
- Data misuse
- Lack of transparency
- User consent

2. Identify all the stakeholders affected by these ethical issues

- Facebook users
- Advertisers and marketers
- Facebook employees and shareholders

3. Analyze and discuss the consequences of these ethical issues on the company

Loss of user trust: Privacy concerns can lead to loss trust among Facebook users, potentially resulting in a decline in user engagement and usage.

Legal and regulatory consequences: Facebook has faced legal and regulatory actions in various countries due to its privacy practices, resulting in fines and potential restrictions on its operations.

Reputational damage: The company's reputation has been negatively impacted, which can affect its brand image and relationships with partners and advertisers.

4. Identify and evaluate the initiatives taken by the company to resolve the ethical issues displayed in the case

Improve privacy settings: Facebook has made efforts to provide users with more control over their privacy settings, allowing them to customize the visibility of their posts and information.

Enhanced data protection: Facebook has invested in improving its security and data protection systems to prevent unauthorized access to user data.

5. Suggest new initiatives to resolving the ethical issues violated by Facebook

Employee training: Teach all workers about doing the right thing. Tell them why it's important to respect user privacy and act in a good way. Make sure everyone, no matter their job, knows how to follow the rules.

Improved user education: Help users understand how to keep their information private. Give them simple tools to control their privacy settings.

Collaboration with regulators: The company needs to work closely with people who make the rules. They should join forces to create the best and fairest ways to keep data private and safe.